

ORDER



KLAS

Orders	Order / Rev:	37645	Primary AE:	Mike Jones
	All Order #:	08886596	Sales Office:	K-WAS
	Product Desc:	Horsford/DCCC	Sales Region:	National
	Estimate:	2144		
	Flight Dates:	10/19/12 - 10/20/12		
	Original Date / Rev:	10/18/12 / 10/18/12		
	Order Type:	GENERAL		

Agency	Name:	GMMB	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	1010 Wisconsin Ave NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%

Advertiser	Name:	Horsford - DCCC	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PO1	Advertiser External ID:	
	Priority:	LV2	Agency External ID:	
	Revenue Codes:	AGY, POL, CAND		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/19/12	4	\$4,575.00	\$3,888.75	October 2012	4	\$4,575.00	\$3,888.75	0.00
					Totals	4	\$4,575.00	\$3,888.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share	Share	Total
KLAS	30%	\$4,575.00
Market	100%	\$15,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$3,812.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVUU	5%	\$762.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/19/12	10/19/12	CBS This Morning	7-9a CM	7-9a	-----F--	:30	1	\$200.00	LV2	0.00	NM	1	\$200.00
CBS THIS MORNING															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	-----F--	1	\$200.00	0.00										
2	8	10/19/12	10/19/12	8 News Now 5-630p M-FCM	5-630p	-----F--	:30	1	\$1,750.00	LV1	0.00	NM	1	\$1,750.00	
8 News Now 5-630p M-F															

Order / Rev: 37645
 Alt Order #: 08886596
 Flight Dates: 10/19/12 - 10/20/12

Advertiser: Horsford - DCCC
 Product Desc: Horsford/DCCC
 Estimate: 2144

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 NEWS NOW ROTATION																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	10/15/12	10/21/12		-----F--			1	\$1,750.00									
3	8	10/19/12	10/19/12	630-7p Inside Edition	CM	630-7p		-----F--	:30	1	\$1,400.00	LV1	0.00	NM		1	\$1,400.00
Inside Edition																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	10/15/12	10/21/12		-----F--			1	\$1,400.00									
4	8	10/19/12	10/19/12	7-8p Rotator	CM	7-8p		-----F--	:30	1	\$1,225.00	LV1	0.00	NM		1	\$1,225.00
7-8p Rotator																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	10/15/12	10/21/12		-----F--			1	\$1,225.00									
															Totals		
															4		\$4,575.00